



Newsweek

A SPECIAL ADVERTISING SUPPLEMENT

Walt Disney World

EPCOT
CENTER



Walt Disney World® EPCOT CENTER

Welcome To Epcot Center

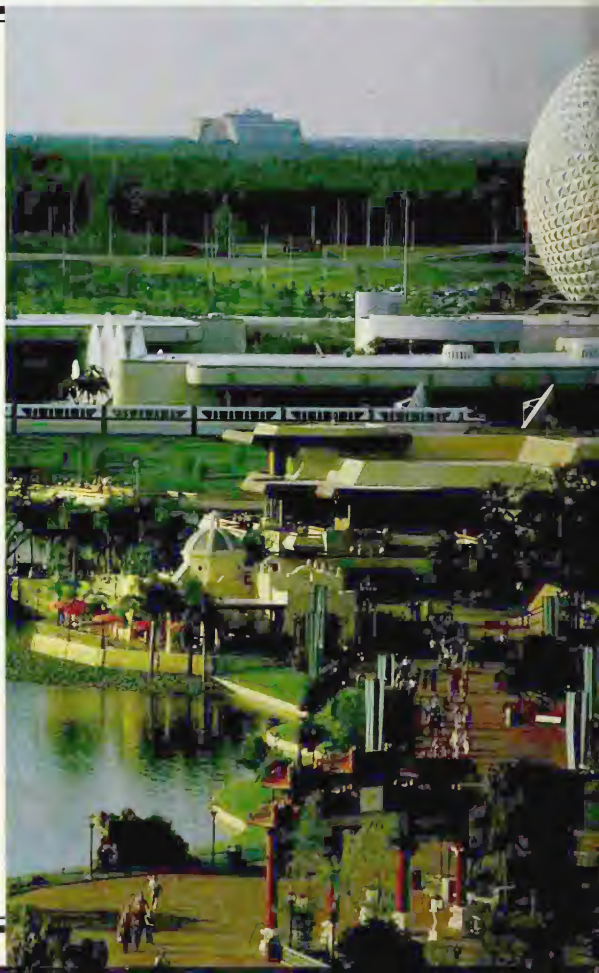
At a cost approaching \$1 billion, it may well be the country's biggest private construction project. But when it comes to unbounded imagination and inventiveness, there isn't a price tag big enough.

The scope is vast. A 260-acre setting near Orlando, Florida. Futuristic buildings that enclose two million square feet of show space. The greatest array of techniques ever engineered to turn spectators into excited participants. And physical facilities laid out so ingeniously as to put each member of the audience at center stage of every attraction.

This is Epcot Center, the future told as journeys through time. The stories — and there are many — unfold with the ingenuity and humor that make every Disney experience an entertainment.

There are two distinct realms: **Future World**, whose corporately-sponsored pavilions celebrate the limitless potential of science, industry and technology in creating a better tomorrow; and **World Showcase**, displaying the architecture and culture of nine countries.

Without exception each is Disney designed, communicating ideas and information in new and exhilarating ways.



“If we can bring together the technical know-how of American industry and the creative imagination of the Disney organization — I’m confident we can create right here in Disney World a showcase to the world of the American free enterprise system.”

— Walt Disney



A monorail extension links Epcot Center with the resort hotels and the Magic Kingdom, 2½ miles to the north. Each phase of the property development represents a Disney dream that became a reality. But this last great dream is something more. For under Walt Disney's talent to amuse lay a deep faith in man's ability to solve problems and achieve a better quality of life through technology.

In Epcot Center, he continues to express this faith through a larger-than-life bequest to the America he loved — and to Americans of all generations who have taken his creations to their hearts.

◀ Architectural styles from around the world and into the future form the dramatic sets of Epcot Center.

Ringed the World Showcase lagoon, China and Mexico stand in marked contrast to the buildings in Future World. Beyond, on the horizon, lies the Walt Disney World Contemporary Hotel.

By Daniel A. Shepard, freelance writer in national magazines on subjects related to high technology, natural history, and the environment.

FUTURE WORLD



SPACESHIP EARTH

Spaceship Earth, presented by the Bell System. A spiralling time journey within the 180-foot-high geosphere traces the 40,000-year evolution of communication, from cavemen to computers.



WORLD OF MOTION

World of Motion, presented by General Motors. A tongue-in-cheek "road show" past the milestones of transportation history — from foot-power to flight and beyond.



UNIVERSE OF ENERGY

Universe of Energy, presented by Exxon. An electrifying story that puts the audience in the center of our search for tomorrow's energy solutions.



JOURNEY INTO IMAGINATION

Journey Into Imagination, presented by Kodak. A fantasyland of futuristic devices that taps the well-springs of creativity in each of us.



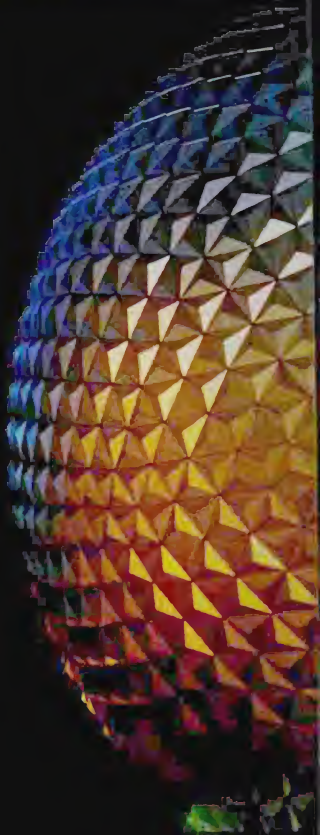
THE LAND

The Land, presented by Kraft. Futuristic farming to feed a hungry planet, plus a cornucopia of dining adventures.



COMMUNICORE

CommuniCore, featuring Computer Central presented by Sperry Univac. Bringing people and technology together with an up-close and entertaining look at the computers that help run Epcot Center.





SPACESHIP EARTH



The only structure of its kind, anywhere, this colossal geosphere weighing over 15 million pounds will tower 180 feet above the entrance to Future World.

The sparkling globe, sheathed in a thousand triangular aluminum panels, houses one of Epcot Center's most exciting productions — Spaceship Earth, presented by the Bell System.

A trackway more than a quarter of a mile long spirals through the vast, 18-story interior. Boarding four-passenger cars for this journey through time, you become a part of history that winds from the prehistoric era through the great civilizations of the past and into the space age. You trace the evolution of communication from Cro-Magnon cave paintings to the language of electronics. At the apogee of your journey, you see your own terrestrial spaceship far below, and descend to your home planet at a rate simulating the speed of light beamed from a remote star.

This swift passage shows how we have piloted ourselves from a tribal existence into the far reaches of the universe. Cave walls become library walls, and library walls become electronic displays. And in the process, many of the barriers to understanding ourselves and our world dissolve.

◀ The awesome symbol of Epcot Center, Spaceship Earth



WORLD OF MOTION

For World of Motion, presented by General Motors, Disney has assembled one of its largest and most colorful casts. 139 Audio-Animatronics characters chronicle man's age-old quest for ever-accelerating mobility.

From a footsore caveman just back from the hunt, through a humorous re-creation of the invention of the wheel and what might have been America's first horseless-carriage traffic jam, six-passenger vehicles literally glide you into the present.



Entrance to World of Motion. ▲

History's first traffic jam proves that getting there wasn't always half the fun. ▼

The transition from this nostalgic trail to tomorrow is swift and dramatic. You emerge from a speed tunnel that opens on a panoramic view of the city of the future. A constantly moving pattern of laser beams and liquid neon gives life to the vista.

As you leave the cityscape, a series of mirrors and special effects magically puts you behind the wheel of a futuristic car. At the Transcenter, an exhibit of new vehicle designs and prototypes transforms the illusion into a reality that is near at hand.





UNIVERSE OF ENERGY



Monorail passes the gleaming Universe of Energy. ▲

Under a roof the size of four football fields, topped by one of the largest photovoltaic installations in the world, is the Universe of Energy, presented by Exxon.

A 600-seat traveling theater, mounted on a 92-foot turntable, revolves to take in the spectacular show happening all around you. The theater actually divides itself into six 100-seat rafts that take you on a drifting ride through a primeval swamp where you can see immense dinosaurs roaming free, in the twilight of their reign. Accompanied by earthquakes and fiery volcanic eruptions, the earth enfolds all forms of life to be transformed into the fossil fuels of another era.

Your traveling theater seats deliver you to another turntable auditorium where you see a dramatic 70mm film of today's energy quest, followed by a breathtaking finale in which all forms of energy — new and old — burst around you like a Fourth of July.

◀ Giant prehistoric creatures re-enact their role in the creation of fossil fuels.



It takes a little imagination

When technology and imagination come together, wonderful things can happen. That's why at Kodak we apply knowledge, technology, and especially imagination, to everything we do. By combining science with imagination, we



realize the future is boundless. Today, taking a picture of a scene is almost as easy as looking at it. So come, and imagine what tomorrow might bring. And when you do, bring along your camera.

to see what technology can do.



JOURNEY INTO IMAGINATION

Journey Into Imagination, presented by Kodak, is the fantasyland of Future World taking you beyond the products of creativity on a fantastic journey through the creative process itself.



Monorail travels past Journey Into Imagination. ▲



Flying through the universe in his preposterous-looking Dream-catching machine, your host, a red-bearded adventurer named Dreamfinder, and his impish sidekick, Figment, take you with them on a simulated flight across nighttime skies.

They lead you to Image Works, a fun-packed electronic factory where you try your own hand at creative experiments. You cross over Stepping Tones of Light, which brighten and play music when walked on, and speak to the Lumia, a ball that responds with color patterns unique to each voice.

In an arcade that gives free reign to the imagination there is a wonderful array of electronic devices. You can write, paint, play music or lead an orchestra by operating laser and sensor devices, computers, and photo and video projections.

As a grand finale, The Magic Eye Theater features "Magic Journeys," the largest, most realistic and indeed most captivating 3-D film ever produced.

◀ Two new Disney characters, Dreamfinder and Figment, lead visitors on a whimsical flight of imagination.



THE LAND



Entrance to The Land. ▲

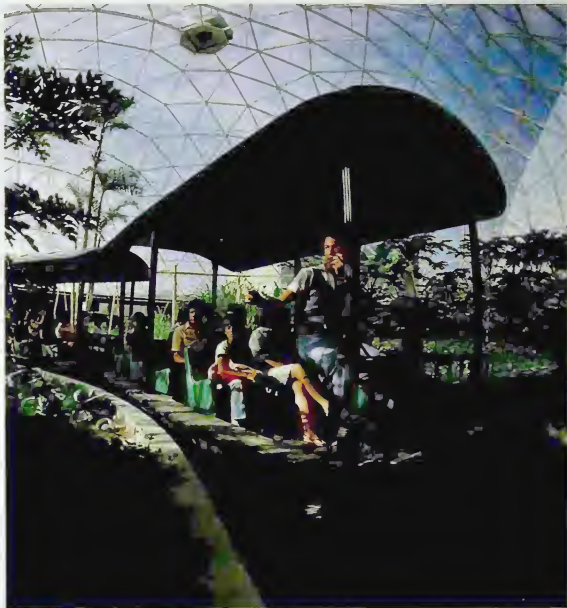
This six-acre structure, presented by Kraft, is one of the most technologically advanced display centers ever built.

Interior canals take you on a cruise through three ecosystems: rain forest, desert and prairie — as they were when our ancestors made the transition from hunting to crop cultivation. Progressing through early American agriculture into an experimental growing systems area, you can see an amazing Future Harvest: tomatoes grow without soil, a wheat-like grain thrives in the desert, and lettuce grows in "outer space."

Among other attractions is the 500-seat Harvest Theater, showing a remarkable film, "Symbiosis," on efforts to protect and reclaim the world's foodlands, while preserving endangered species.

Across the way, the 225-seat "Kitchen Kabaret" presents a zany cast of Audio-Animatronics food-stuffs, dancing and singing in a musical tribute to good nutrition.

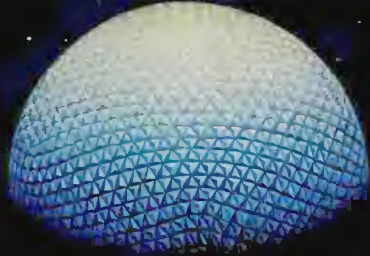
At the center, the Farmer's Market, a domed plaza, offers you a cornucopia of meals and snacks, including some eatables grown within The Land itself.



The "Listen to the Land" boat cruise takes visitors through "Future Farms." ▲



◀ The Kitchen Krackpots join other incredible edibles in the Kitchen Kabaret.



Now that you know about this incredible world, here's the most affordable way to journey there.

On the airline that can work a little magic of its own. Eastern.

As the Official Airline of Walt Disney World[®], we can put together memorable vacations at hard-to-beat prices. After all, we've had ten years of experience in this special world. And we know our way around here better than anyone.

EASTERN'S SUPER 7[®] Let us arrange our Super 7[®] Vacation for you. Here's what you get:

Round-trip discounted airfare in Coach.

A quality hotel for eight days and seven nights, with kids 2-17 free in parent's room. (Our selection includes everything from economy hotels to something luxurious.)

And a rental car* for a week with unlimited mileage.

But that's not all. We add

some great Eastern extras. A three-day Passport worth \$35 to both Walt Disney World EPCOT Center and the Magic Kingdom. And for the kids, a Character Breakfast with Goofy** and the gang.

Actually, the fun begins even before they get there. On the flight to Orlando, they get our exclusive Fun Flight Bag[†] with puppets and games and our Fun Flight Meal[‡] with hot dogs and milk shakes.

With our Super 7 Vacations, we've put a world that's beyond your imagination within your budget. For more information, call your Travel Agent or Eastern Airlines.

*Rental car is subcompact and is included for seven 24-hour periods.

**Breakfast costs extra. Cast of characters may vary.

†Available on nonstop and through flights.

‡Passengers on connecting flights receive gift bag at final connection.

‡Request at time of reservation.

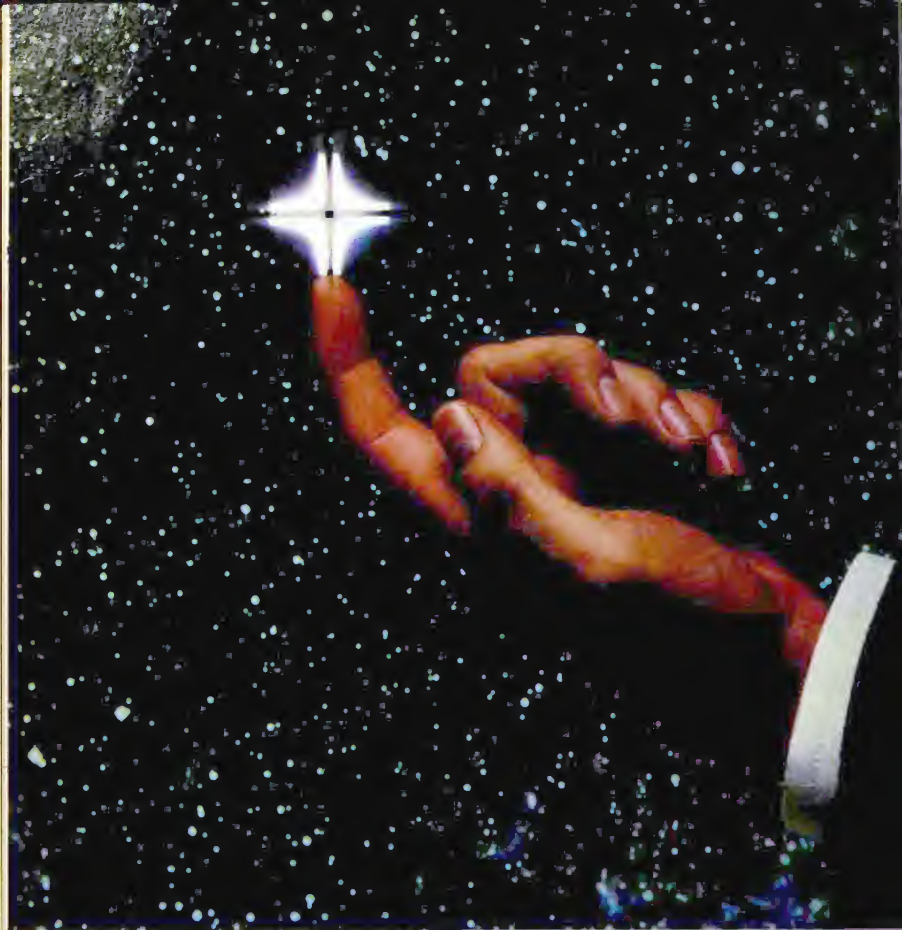
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EASTERN

The Official Airline of Walt Disney World



Sperry Univac is a division and registered trademark of the Sperry Corporation.

The computer. It teaches. It entertains. It touches our lives in ways we can't begin to imagine. And it teases us with the possibilities.

Without it, Walt Disney's dream wouldn't be the masterpiece of choreography it is. And just as the computer lies at the heart of Disney's world, it is the very heartbeat of our own. When it isn't seeking answers from the stars, it amazes us with its capacity to perform small miracles. Mundane tasks that free us from the drudgery of every day. Allowing us to achieve what only the human spirit can. Meeting the future. And rising to its challenge.

That's the lesson and the lure of Epcot Center.

The magic of the future unfolding. And Sperry Univac, as the official computer supplier of Epcot Center, has made that magic a breathtaking reality.

Come. Touch. Be entertained. Enriched. And marvel at the miracle of the computer. Revealed at Epcot Center. By the people who created it, perfected it and made it part of the American dream. Sperry Univac.

SPERRY  UNIVAC

We understand how important it is to listen.



COMMUNICORE

Just through the gateway to Epcot Center, two giant semi-circular buildings form a twin arc. This is CommuniCore, a dazzling galaxy of exhibits, displays and entertainments.

Within CommuniCore is Epcot Computer Central. It is presented by Sperry Univac, whose advanced computer systems help control and monitor the wizardry that animates the farflung complex of Epcot Center pavilions and puts more than 450 Audio-Animatronics figures through their paces. A 300-seat

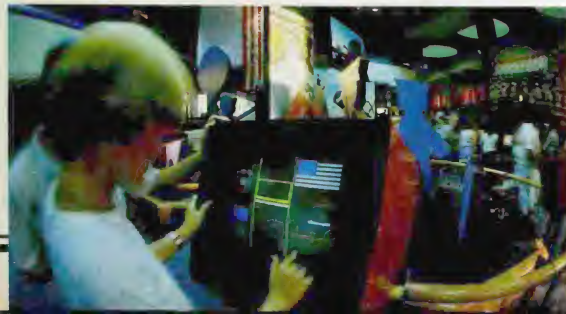
theater features the "Astuter Computer Revue." With stagecraft and special effects, the working computers themselves become the stars of the show.

In Epcot Computer Central you have the opportunity to participate in the latest information technology: Design a roller coaster then take a point-of-view ride along the tracks you've created; talk to SMRT-1, a robot with voice recognition ability; race a computer to see which of you can load an airplane faster.

Still inside the vast CommuniCore complex is Energy Exchange, presented by Exxon. Here computer terminals provide information on all forms of energy.

Travelport, presented by American Express, visually simulates destinations you designate.

In Earth Station, the WorldKey Information Service, jointly developed by Bell Labs and Disney, lets you man a terminal through which a "computer character" answers your questions about Epcot Center.



CommuniCore East, only half of the vast CommuniCore Complex. ▲

◀ "Hands on" participation is welcomed at Epcot Center Computer Central.

WORLD SHOWCASE

A boat trip across the 40-acre lagoon, or a leisurely promenade around its banks, brings you to World Showcase and a nine-country tour.

Each country has been meticulously portrayed by Disney Imagineering to bring out its architecture, natural beauties, crafts, food, entertainment and arts. All are set in the midst of magnificent landscaping.

AMERICAN ADVENTURE

The centerpiece of World Showcase, American Adventure is presented jointly by American Express and Coca-Cola. The imposing main building is in the style of Independence Hall, Faneuil Hall and other historical gathering places.

In a theater seating more than one thousand, an American saga is recounted. None other than Ben Franklin and Mark Twain are the hosts. They are the first of 35 Audio-Animatronics personalities who will escort you on a three-century rediscovery of the country in 17 scenes. This is certainly Disney's most advanced use of multimedia techniques, moved along from one historical milestone to the next by a stirring original musical score.

In a rousing finale, Franklin and Twain reappear to point out that the American Adventure continues with each of us — that the future is ours to create.

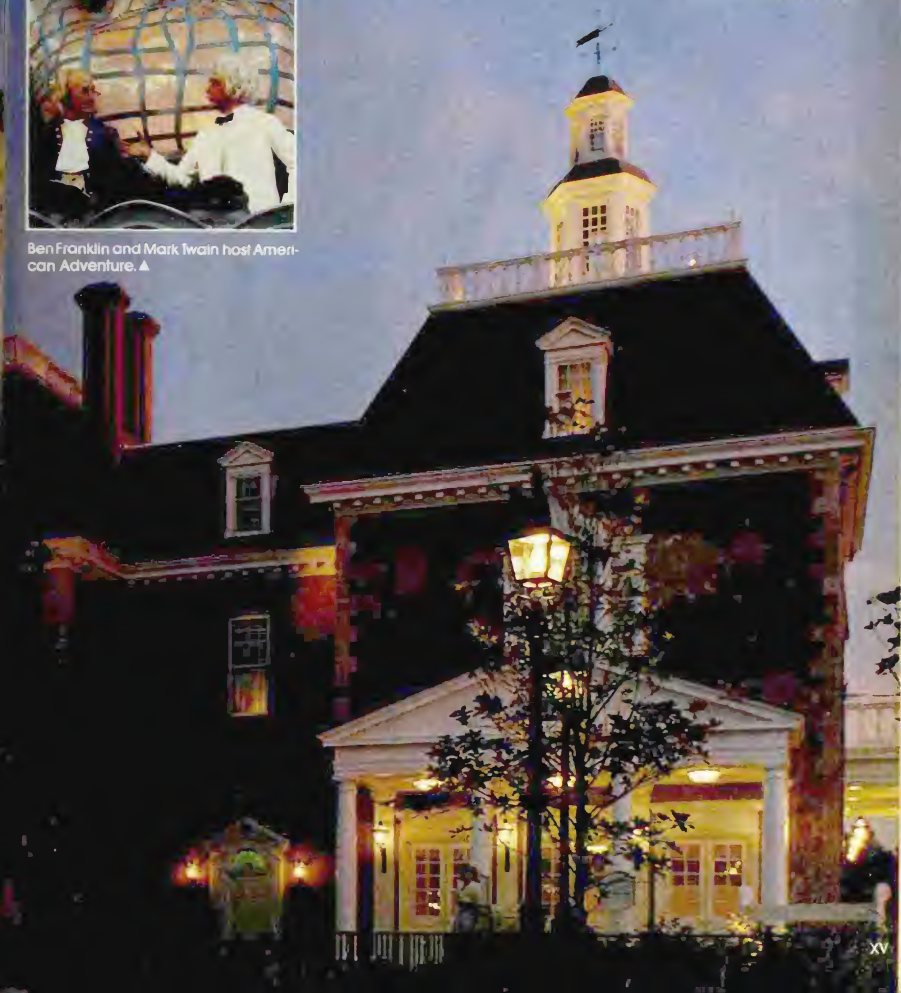


The AMERICAN ADVENTURE



Ben Franklin and Mark Twain host American Adventure. ▲

The American Adventure at dusk.





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We are a nation of originals.
Driven by the belief in ourselves and our ideals,
fueled by our independence of thought and action;
our possibilities are limited only by our dreams.
We are Americans.

The American Express Company, The Coca-Cola Company
proudly present "The American Adventure" at Epcot Center.
Visit us soon.



On October 23, 1982

an international entertainment event of unprecedented
magnitude took place at Walt Disney World

when over 2,000 performers from 22 nations participated in
the Gala Dedication of World Showcase Epcot Center



These entertainers from the four corners of the globe were brought
to the United States through the cooperation and assistance of

Avianca
The Colombian International Airline.



CHINA AIRLINES



EASTERN



JAPAN AIR LINES



KOREAN AIR LINES



royal air maroc



Lufthansa

SABENA

belgian world airlines

SAS

SCANDINAVIAN AIRLINES



YUGOSLAV AIRLINES

...And they were flown from their gateway

cities to Orlando aboard



EASTERN

The official airline of Walt Disney World

WORLD SHOWCASE

United Kingdom

Green lawns, gabled rooftops, shops along cobblestoned High Street, half-timbered cottages and a charming waterside pub evoke images of fabled characters from history and literature. ►



Pearly Kings and Queens having a high time on High Street.



The Bagpipe Band performing for guests in front of Canada.

CANADA

A Northwest Indian Village, the brilliant landscapes of Victoria Gardens, a French Canadian chateau and a mountain waterfall lead to an unforgettable Circle-Vision presentation of Canada in all its remarkable diversity. ▲

FRANCE

The flavor and romance of Paris at the turn of the century come to life in the graceful architecture, fashionable goods and classic cuisine of three internationally famous French chefs. ▼



Epcot Center offers a young couple the flavor and romance of France.



ECONOMICAL LODGING, ACROSS AMERICA, FOR TODAY AND TOMORROW.

Days Inn pioneered economical, clean and comfortable lodging across America.

Today, while we are exploring new ideas for tomorrow, Days Inn is committed to giving you consistent value and comfort.



- Host to more Walt Disney World guests than any other lodging chain.
- Stay with us and your "Kids Eat Free"★

FOR RESERVATIONS CALL FREE 1-800-325-2525 OR YOUR TRAVEL AGENT.

*Participating properties across America © 1982, Days Inns of America, Inc.

WORLD SHOWCASE



◀ San Marco's Square meticulously re-created for Epcot Center.

Mexico

A tall Mayan pyramid leads to the open-air market and restaurant of a lakeside pueblo village, where flower-bedecked boats embark on a journey past the festival and dance of Mexico's great civilizations. ▼



A modern interpretation of an ancient Indian pyramid represents Mexico.

ITALY

An Italian renaissance of arts, crafts, and epicurean cuisine by L'Originale Alfredo di Roma flourishes in a Venetian San Marco's Square with its towering Campanile and resplendent Doges Palace. ▲

Japan

A giant, red-lacquered Torii gate, an ornate pagoda, ornamental gardens, a traditional tea room and towering moated castle provide a setting from the time of the Shoguns. ►

Japan's five-story pagoda, fashioned after the eighth century Horyuji temple in Nara, Japan.




How will you spend your day after EPCOT Center?



After Walt Disney World, more people visit Sea World than any other attraction in Florida.
Plan a day for us on your vacation. We're Florida's real life adventure.

We at Sea World, Inc. are proud of our long relationship with the Disney organization and wish to congratulate our friends on the opening of EPCOT Center.

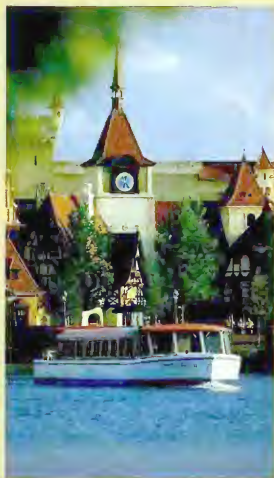
Sea World 
Between Orlando and Walt Disney World.
Also locations in San Diego and Cleveland.

WORLD SHOWCASE

Germany

In a spacious Platz ringed with shops offering porcelain dolls, cuckoo clocks, the finest German wines and hand-carved music boxes, a fairytale clock tower marks the entrance to a Biergarten that celebrates Oktoberfest every day of the year. ►

The "gingerbread" style architecture of Bavaria presents an idealized German village.



CHINA

Beyond the priceless art exhibit in the three-tiered Temple of Heaven stands a large circular theater, where Circle-Vision motion picture screens surround audiences with spectacular, never-before-filmed scenes of the People's Republic. ▼

China's dramatic Temple of Heaven.



GETTING READY TO GO

By
Steve Birnbaum

HOW TO GET THERE

The Walt Disney World Vacation Kingdom is located 20 miles southwest of Orlando, only about a 1½ hour drive from the beaches of Florida's east and west coasts.

For the most frequent and convenient flights to Orlando, from the widest variety of cities, check with Eastern Airlines, the official airline of Walt Disney World.

WHERE TO STAY

Where should you stay at Walt Disney World? At one of the Walt Disney World resort hotels, of course.

You may want to try the space-age, modern **Contemporary Resort Hotel**, the exotic **Polynesian Village Resort Hotel**, or the restful **Golf Resort Hotel** — all full service, Disney owned and operated, and right on the Walt Disney World property. Another good choice on site is any of the quartet of **Walt Disney World Village villas** — which vary from townhouses to treehouses. Families who prefer sleeping under the stars should look into the **Fort Wilderness Campground**, with over 900 secluded sites.

A quintet of striking hotels is located within Walt Disney World Village at the Hotel Plaza. These hotels, independently owned and operated, are the **Americana Dutch Resort Hotel**, the **Travelodge Tower**, the **Hotel Royal Plaza**, **Howard Johnson's Resort Hotel**, and the brand new **Buena Vista Palace** (due to open in March 1983).

For reservations call the Walt Disney World Central Reservations Office (305) 824-8000. Be aware, however, that the Disney-owned hotels in particular are booked far in advance . . . so reservations must be made well in advance of your desired date of arrival. Central

Reservation's telephones are open for business 8:30 a.m. to 10:00 p.m. (EST). The periods from 8:30 a.m.-10:00 a.m., and from 8:00 p.m.-10:00 p.m. are usually the least busy.

THINGS TO DO

Don't forget that the Magic Kingdom and Epcot Center represent only two of the exciting places to visit within the 27,400 acres that are Walt Disney World. Additional things to do include: superb **golf** on three 18-hole courses; and **tennis**; **beaches** for sunbathing; **lakes** for sailing and speedboating; **bicycles** for hire — plus campfire sites, nature trails, and picnic grounds.

Then there's **River Country**, a Disney re-creation of the ultimate old-time swimming hole; a nonpareil botanical garden and bird sanctuary known as **Discovery Island**; and **Walt Disney World Village**, an assortment of shops seldom found outside the most cosmopolitan of cities. Plan a full day to enjoy Sea World of Florida. This huge marine-life park features the famous killer whale, Shamu™, and dozens of shows and attractions in a natural setting just 10 minutes from Epcot Center.

MAKING YOUR ENTRANCE

It really takes a minimum of three days to see and do even the basics of all that's available at Walt Disney World. Therefore, the **Three- and Four-day World Passports** offer the most convenient and most economical way to take advantage of most of these opportunities. Remember, too, that **Three- and Four-day World Passports** allow unlimited interchange between the Magic Kingdom and Epcot Center, so that a guest can go back and forth between areas day or night. A one-day ticket offers access to only one area — the Magic Kingdom or Epcot Center.

THREE-DAY WORLD PASSPORT

Adult \$35 Junior* \$33 Child** \$28

FOUR-DAY WORLD PASSPORT

Adult \$45 Junior* \$42 Child** \$36

ONE-DAY TICKET

Adult \$15 Junior* \$14 Child** \$12

* 12 through 17 years of age

** 3 through 11 years of age

Prices subject to change. Admission media may be paid with cash, travelers checks, or your American Express card.

PACKAGE PLANS

Some of the best package plans to Walt Disney World are offered by American Express, Eastern Airlines, and the Walt Disney Travel Company. Some offer lodging in Walt Disney World's own onsite hotels and others are in quality hotels in the Orlando area, plus, all include several days' admission to both the Magic Kingdom and Epcot Center. Eastern Airlines' "Super 7" package even includes a rental car for a week. And American Express offers quality packages for every budget. See your local travel agent for all the details.

Visitors who are looking for an all-inclusive, "top of the line" holiday will be interested in Walt Disney World's "World Adventure" packages that include virtually every element that any guest could desire — and at a single price! This special offering is only available by calling Walt Disney World directly at (305) 824-8000.

FOR MORE INFORMATION

The complete Official Guide to Walt Disney World is available at your local bookstore or may be ordered by mail by sending a check for \$4.95 (U.S. \$) plus \$1 for postage and handling to Walt Disney Specialty Products; P.O. Box 4387; Anaheim, CA 92803.

Reservations for hotel rooms, dinner shows, and breakfasts with the Disney characters are all handled by the Walt Disney World Central Reservations Office at (305) 824-8000. For any additional Walt Disney World information call (305) 824-4321 or write:

Walt Disney World Co.
Dept GL-N, P.O. Box 40
Lake Buena Vista, FL 32830

Steve Birnbaum is the Travel Editor of Good Housekeeping magazine, writes a weekly syndicated newspaper column, and reports on travel for the CBS Radio Network.